



DUTCH HYACINTHS

FRAGRANT GIANT DUTCH HYACINTHS

An all color mixture of these fragrant low growing beauties that will give your early spring garden a real DUTCHY effect. Plant them in long borders where low plants are needed or in solid beds for formal mass effects. Hyacinths are also fine for growing in pots, or indoors in water. (Set the bulbs so that the bottoms rest in water. Start in dark—then when roots form and tops begin to grow bring out into light.)

MIXED COLORS ONLY!

10 Large Bulbs \$2.00

30 Large Bulbs \$5.25

50 Large Bulbs \$7.95

FREE 100 ANEMONES when you order 30 HYACINTHS



BEERSHEBA

BEERSHEBA DAFFODILS (The White King Alfred)

A pure white giant trumpet, a lustrous shining giant of a daffodil that makes a fitting companion in white for the Golden King Alfred.

10 Bulbs \$2.00

20 Bulbs \$3.69



LILIUM ERABU

LILIUM ERABU A great garden type (EASTER LILY)

A beautiful black stemmed variety that grows tall and stately with fragrant pure white trumpets. AND THE MOST IMPORTANT THING ABOUT THIS VARIETY IS THE GREAT NUMBER OF BLOOMS THAT IT PRODUCES. FAR GREATER THAN ANY OTHER GARDEN TYPE EASTER LILY.

YOU CAN ACTUALLY GET UP TO 20 BIG PURE WHITE TRUMPETS OUT OF EACH BULB PLANTED!

10 Bulbs \$2.00

30 Bulbs \$5.50

50 Bulbs \$7.50



THEY LOOK LIKE MINIATURE PEONIES

RANUNCULUS

Not only do they look like peonies but they are related to the peony family. These pastel giants are another of our great values in bulbs. Big double blooms that resemble peonies in a simply gorgeous mixture of the finest pastel shades that grow 12 to 15 inches tall. Ideal for places where low growth is a must and where close planting is needed for a mass picture! Plant in the fall in mild climates and in the spring where winters are severe.

50 Bulbs \$2.00

100 Bulbs \$3.75

P. S. Always plant with the "CLAWS" pointing down! When you see the bulbs you will know what we mean.

TREMENDOUS SIZED RED EMPEROR TULIPS

WORLDS LARGEST TULIP and it is dazzling red in color!

Red Emperor is the one tulip that everyone raves about. Tremendous size—brilliant vermilion scarlet color that literally shines in the sun. Blooms very early along with the crocus, daffodils and hyacinths.

Opens to dinner plate size up to 9 inches across, on 15 inch tall stems.

10 Bulbs \$1.00

50 Bulbs \$5.00

100 Bulbs \$10.00



RED EMPEROR



RANUNCULUS

CROCUS

One of the earliest blooming of all spring bulbs, crocus will reward you for year after year if planted in a well drained soil where they can multiply easily. Little seedlings that look like grass come up all around the original bulb and soon yield flowering size bulbs. Many times you will find brand new varieties and colors from these seedlings. Growing extremely low, crocus fit in well in rock gardens and other places where low plants are needed.

50 Bulbs \$1.69 100 Bulbs \$2.98

GIANT TINGITANA WEDGWOOD IRIS THE EARLY BLOOMING GIANT OF ALL THE DUTCH IRIS

For the first time in our history we can offer this most popular iris variety at real "down to earth prices." Wedgwood is the early blooming iris that blooms along with the daffodils in early spring. Its soft blue color is about as perfect a blue as you could find in any plant, and its sturdy growing habit commands instant attention.

P. S. Plant some Wedgwood Iris together with the King Alfred Daffodils. A beautiful matching combination.

50 Bulbs \$2.50

100 Bulbs \$4.00

FREE!

50 ANEMONES when you order 100 WEDGWOOD IRIS



WEDGWOOD IRIS



MRS. R. O. BACKHOUSE

MRS. R. O. BACKHOUSE (The Pink Daffodil)

A real pink Daffodil! As far as we know this is the only member of the daffodil family that has ever been bred to such a color. The blooms are a combination of ivory and apricot pink. A deeply frilled edge to the large cup adds to the unusual color a superb and graceful effect.

10 Bulbs \$2.00

20 Bulbs \$3.69

ANEMONES

(The Graceful Lily of the Nile)

These gorgeous poppy shaped blooms have jumped in popularity since we introduced them in our FREE bulb offers 2 years ago. Very easy to grow in the south yet they can be planted everywhere else in the U.S.A. In the south, plant in the fall and they will come back for years. As cut flowers you can see from the arrangement in color shown—they are without a doubt perfect; and in masses in the garden where low plants are required they make a junior flower show by themselves!

P. S. Soak the bulbs in water overnight just before planting! Plant outdoors in Early Spring if your winters are severe!

50 Bulbs \$1.25

100 Bulbs \$1.98



ANEMONES

Pass this list of Bulbs on to a friend, neighbor, relative—anyone! If they "purchase" at least \$5.00 worth of any bulbs shown we will send you each 100 of these beautiful and easy to grow Anemone Bulbs. IT IS NOT NECESSARY FOR YOU TO BUY ANYTHING AT ALL! The Free Bonus Bulbs (100 Anemones) are Yours for getting us the new customer.

NEW CUSTOMER FREE BULB BONUS

PARROT TULIPS

The tulips with the fringe on top!

These are what we call the "different tulips." Blooms of enormous size with green streaks, each petal like a feather on a real parrot (from where their name has come). They bloom late along with the Giant type of tulips and we offer a group of 8 different varieties in 8 different colors mixed. PLANT THEM TOGETHER AS ONE GROUP or scattered throughout the garden.

All Varieties Mixture 24 Bulbs \$2.49

P. S. The Blue Parrot which is in the mixture will really pop your eyes open when it comes into full bloom!

PRINTED IN U.S.A.



PARROT TULIPS



CROCUS

SOUTHERN BULB Presents . . . THE Best OF EVERYTHING FOR FALL 1957!

THE **BEST** TULIPS
THE **BEST** DAFFODILS
THE **BEST** IRIS
THE **BEST** PANSY PLANTS
THE **BEST** LILIES
THE **BEST** HYACINTHS
AND
THE **BEST** OF MANY -
MANY OTHER
BEAUTIFUL SPRING FLOWERS

AND OF COURSE THE **BEST** PRICES!

Southern Bulb Co.

Dept. FF

Atlanta 12, Georgia

FORM 3547 REQUESTED
FORWARDING POSTAGE GUARANTEED

BULK RATE
U. S. POSTAGE
PAID
ATLANTA, GA.
Permit No. 237

CHECK ITEMS WANTED—CLIP AND MAIL TO US—FOR A COLORFUL SPRING GARDEN!

Southern Bulb Co., Dept. FF—Atlanta 12, Ga.

SEND FOLLOWING BULBS:

| | |
|--|--------|
| <input type="checkbox"/> 50 GIANT TULIPS | \$2.50 |
| <input type="checkbox"/> 100 "S" STAR DUTCH IRIS | 2.49 |
| <input type="checkbox"/> 10 MIXED GIANT HYACINTHS | 2.00 |
| <input type="checkbox"/> 10 WONDERBELL ANEMONES | 2.00 |
| <input type="checkbox"/> 100 ANEMONES (MIXED) | 1.98 |
| <input type="checkbox"/> 50 CROCUS (MIXED) | 1.69 |
| <input type="checkbox"/> 10 BEERSHEBA (WHITE GIANT DAFFODIL) | 2.00 |

SUPER VALUE! All 14 bulb offers as listed—584 bulbs plus 300 free Anemones—A TOTAL OF 884 bulbs
ACTUAL VALUE \$39.05
SUPER VALUE PRICE \$17.98 (You Save \$21.07)

300 BULB COMBINATION

| | | | | | |
|--------------------------------------|--------|--------------------------------------|---------|--------------------------------------|--------|
| <input type="checkbox"/> OFFER NO. 1 | \$5.96 | <input type="checkbox"/> OFFER NO. 2 | \$11.96 | <input type="checkbox"/> OFFER NO. 3 | \$3.96 |
| <input type="checkbox"/> OFFER NO. 4 | \$5.73 | | | | |

ALL FOUR 300 BULB COMBINATIONS—1200 BULBS \$24.50 You Save \$15.61

PLEASE NOTE: On all Pansy orders fill in separate coupon for Pansies. Pansy Plants are shipped from the grower—fresh dug—and as weather permits from October on. If you order Pansy Plants and Bulbs, they will be shipped at different times, NOT Together!

If you live in Georgia Add 3% State Sales Tax to Remittance. If your order is under \$5.00 add 35c for mailing and handling, UNLESS STATED POSTPAID. No mailing or handling charge on orders \$5.00 or more. WE SHIP C.O.D. ORDERS POSTAGE COLLECT! No C.O.D.'s on Pansy Plants!

| | |
|--|--------|
| <input type="checkbox"/> 50 WEDGWOOD IRIS | \$2.50 |
| <input type="checkbox"/> 100 GIANT TULIPS | 3.98 |
| <input type="checkbox"/> 50 KING ALFRED DAFFODILS | 4.98 |
| <input type="checkbox"/> 10 HARDY EASTER LILIES | 2.00 |
| <input type="checkbox"/> 10 MAMMOTH RED EMPEROR TULIPS | 1.00 |
| <input type="checkbox"/> 50 PEONY TYPE RANUNCULUS | 2.00 |
| <input type="checkbox"/> 24 PARROT TULIPS (MIXED) | 2.49 |
| <input type="checkbox"/> 10 MRS. BACKHOUSE (THE PINK DAFFODIL) | 2.00 |

SPECIAL BONUS BULB OFFERS!

| |
|--|
| <input type="checkbox"/> 200 DUTCH IRIS (Plus FREE 100 Anemones)—A \$6.96 value for \$3.98 |
| <input type="checkbox"/> 100 KING ALFRED DAFFODILS (Plus FREE 200 Anemones)—A \$12.96 value for \$8.98 |
| <input type="checkbox"/> 20 WONDERBELL ANEMONES (Plus FREE 50 Anemones)—A \$4.75 value for \$3.50 |
| <input type="checkbox"/> 30 MIXED DUTCH HYACINTHS (Plus FREE 100 Anemones)—A \$7.23 value for \$5.25 |
| <input type="checkbox"/> 100 WEDGWOOD IRIS (Plus FREE 50 Anemones)—A \$5.25 value for \$4.00 |
| <input type="checkbox"/> 200 GIANT TULIPS (Plus FREE 200 Anemones)—A \$11.92 value for \$7.96 |
| <input type="checkbox"/> SMALL GARDEN SPACE SPECIAL—50 Tulips, 25 King Alfred Daffodils, 10 Hyacinths, 10 Anemones, 10 Easter Lilies, 50 Crocus, 100 S Star Iris. Reg. Price \$17.66 For ONLY \$11.98 Plus FREE 100 Anemones |

NAME _____
ADDRESS _____
CITY _____
ZONE _____ STATE _____
Amt. Enclosed \$ _____
☐ Check ☐ Send C. O. D.



PRESENTING OUR 5 STAR DUTCH IRIS ASSORTMENT

A Wonderful Assortment of 5 Great Varieties of Dutch Iris

THIS IS NOT A MIXTURE but 5 different kinds, 5 different colors each individually packed in SEPARATE bags. 20 bulbs of each kind to a bag but sold as a unit of 100 bulbs. You get these 5 fine varieties: GOLDEN YELLOW, WHITE GIANT, MONGOL BRONZE, LIGHT BLUE and MIDNIGHT BLUE. For the first time ever at such a low price you can arrange your own color scheme with Iris in your garden!

100 Bulbs \$2.49 postpaid

P.S. If you have never grown Dutch Iris perhaps this perfectly appropriate description will convince you to plant some. Wonderful for cut flowers or when planted close together in groups or masses. Dutch Iris will grow anywhere, or as one of our customers once wrote, "No other bulb will give you the satisfaction, the beauty that Dutch Iris give at such a low cost and with so little attention or care!"

FREE! 100 ANEMONES WHEN YOU ORDER 200 IRIS

WE OFFER the World's Greatest PANSY PLANTS

the Aristocrats of
the Pansy Family

STEELES MAMMOTH MASTODONS

If you love pansy plants and who doesn't, we recommend without any reservations this—the world's finest variety. You may see other strains advertised at higher or lower prices. You may try so-called bargain plants at a trifle less in cost, advertised to sound like a lot less, but until you have grown STEELES MASTODONS you don't know what real pansies are!

AND AS FAR AS QUALITY PLANTS ARE CONCERNED, THE PLANTS WE SHIP YOU CAN'T BE EQUALLED ANYWHERE. THEY ARE STRONG, THEY ARE HEALTHY. THEY ARE JUST THE RIGHT SIZE FOR FALL PLANTING AND WE GUARANTEE SAFE DELIVERY IN GOOD CONDITION TO YOUR HOME! *GEORGIA GROWN PLANTS* from fine people who have dedicated their lives in the business. THE COLOR PICTURE SHOWN IS A TRUE REPRODUCTION OF STEELES STRAIN AND WAS LOANED TO US BY THE PEOPLE WHO ORIGINATED THESE GREAT MULTI-COLORED, GIANT BLOOMING, PANSY ARISTOCRATS—STEELES OF PORTLAND, OREGON.



100 Plants \$3.98
50 Plants \$2.50

SOUTHERN BULB CO.

Dept. FF

ATLANTA 12, GEORGIA

☐ 50 PANSY PLANTS.....**\$2.50**
☐ 100 PANSY PLANTS.....**\$3.98**
☐ PANSY PLANTS.....**\$**

NAME..... ADDRESS.....

CITY..... ZONE..... STATE.....

All Pansy Plants Shipped at Proper Planting Time This Fall.

NO C.O.D.'S. PANSY ORDERS ARE NOT SHIPPED TOGETHER WITH BULB ORDERS.



SHURBLOOM GIANT TULIPS (Imported of Course)

(MIXED COLORS ONLY)

We are thrilled to offer again for the third straight year this great value in tulip bulbs. Imported of course and more important, this strain of giant blooming tall stemmed varieties in an all color rainbow mixture have proven to be more suitable for southern planting with proven results than any other tulips. *SO FOR SURE BLOOMING—FOR PROVEN RESULTS* plant SHURBLOOM TULIPS.

BIG BULBS—(FOUR INCHES AROUND) at this amazing low price

50 for \$2.50 100 Bulbs \$3.98

P.S. If you live in Florida or in Gulf Coast areas cold storage these tulip bulbs at 50 degrees, for 60 days before planting.

FREE!

100 ANEMONES
WHEN YOU ORDER
100 TULIPS



SAVE 40%—ORDER YOUR CALADIUM BULBS NOW!

• FOR SPRING SHIPMENT •

OUR GREAT—GET US A NEW CUSTOMER Money Saving Offer!

EARN A 40% DISCOUNT OFF REGULAR PRICES
ON OUR PRE-ROOTED—PRE-SPROUTED JOSEPH'S COAT MIXTURE
OF FANCY LEAF CALADIUM BULBS

ACT AT ONCE AND SAVE!

- Place your order now or no later than December 31, 1957. Get us a new customer who orders AT REGULAR PRICES AN AMOUNT EQUAL TO YOUR ORDER. (If you order, let us say, 50 Bulbs, the new customer must order at least 50 Bulbs at regular prices.)
- This offer Positively Expires December 31, 1957. (Any orders reaching us after this date will be returned.)
- We must REPEAT! These Bulbs will be shipped in the Spring—already rooted and sprouted for quick growth.
- Send your order and the new customer order to us in one envelope—but make sure that the names and addresses of both you and the other person are clearly printed in the coupons provided on this card.
- This offer applies only to our Pre-rooted—Pre-sprouted—Joseph's Coat Mixture of Regular No. 1 Large Bulbs!

6. We will Ship C.O.D.'s only if you send a Deposit now of \$2.00 per order. You and the new customer must send \$2.00 each—Balance C.O.D. plus all Postage charges when Bulbs are shipped in the Spring.

CLIP AND MAIL—DO NOT DELAY—SAVE 40% Money Saving Easy Order Coupon

| 40% DISCOUNT PRICE (which you pay) | REGULAR PRICE (which new customer pays) |
|---|--|
| <input type="checkbox"/> 20 Bulbs.....\$3.00 \$3.35 | <input type="checkbox"/> 20 Bulbs.....\$4.98 |
| <input type="checkbox"/> 30 Bulbs.....3.60 4.00 | <input type="checkbox"/> 30 Bulbs.....5.98 |
| <input type="checkbox"/> 50 Bulbs.....4.00 6.50 | <input type="checkbox"/> 50 Bulbs.....9.98 |
| <input type="checkbox"/> 100 Bulbs.....10.80 11.55 | <input type="checkbox"/> 100 Bulbs.....17.98 |

Postage must be added to your Remittance.
Right hand figures include Postage already added.

All above Prices are Shipped Postpaid.

MY ORDER COUPON AT 40% DISCOUNT

NAME.....

ADDRESS.....

CITY..... ZONE..... STATE.....

☐ REMITTANCE ENCLOSED \$

☐ SEND C.O.D. IN SPRING. \$2.00 DEPOSIT ENCLOSED.

NEW CUSTOMER ORDER COUPON

NAME.....

ADDRESS.....

CITY..... ZONE..... STATE.....

☐ REMITTANCE ENCLOSED \$

☐ SEND C.O.D. IN SPRING. \$2.00 DEPOSIT ENCLOSED.



KING ALFRED

NOT JUST KING ALFRED DAFFODILS BUT WASHINGTON STATE GROWN KING ALFRED BULBS

There is a difference and when we say *WASHINGTON STATE GROWN* we say everything. NEXT TO THEIR APPLES this state produces the finest Daffodil bulbs in the world. Big, solid, healthy, every bulb packed with blooms that are bigger—color that is deeper, quality that is tops!

25 bulbs \$3.00 **50 Bulbs \$4.98** 100 Bulbs \$8.98

Great Money Saving "300 BULBS" Combination Offers

OFFER No. 1

100 GIANT MIXED TULIPS
100 5 STAR IRIS
plus FREE
100 GORGEOUS ANEMONES

300 Bulbs for only \$5.96

(You save \$2.49)

OFFER No. 2

100 5 STAR IRIS
100 GORGEOUS ANEMONES
plus FREE
100 ANEMONES

300 Bulbs for only \$3.96

(You save \$2.49)

OFFER No. 3

100 GIANT KING ALFRED DAFFODILS
100 5 STAR IRIS
plus FREE
100 GORGEOUS ANEMONES

300 Bulbs for only \$11.96

(You save \$2.49)

OFFER No. 4

100 MINIATURE PEONY ANEMONES
100 5 STAR IRIS
plus FREE
100 GORGEOUS ANEMONES

300 Bulbs for only \$5.73

(You save \$2.49)

SAVE \$15.61 ORDER ALL 4 ABOVE 300 Bulb
Combinations at real terrific low
prices. 1200 bulbs for only . . . **\$24.50**

ALL 14 BULB OFFERS LISTED 584 BULBS

PLUS FREE 300 Gorgeous Anemones

A Total of 884 Bulbs

Actual Retail Value \$39.05

SUPER VALUE PRICE \$17.98

You Save \$21.07

UNBELIEVABLE BUT TRUE!

SUPER VALUE COLLECTION

100 GIANT TULIPS, 100 5 STAR IRIS, 100 GORGEOUS ANEMONES, 50 ANEMONES, 50 WEDGWOOD IRIS, 50 MIXED CROCUS, 50 KING ALFRED DAFFODILS, 10 EASTER LILIES, 10 HYACINTHS, 10 WHITE DAFFODILS, 10 PINK DAFFODILS, 10 AMARYLLIS, 24 MIXED PARROT TULIPS, 10 RED EMPEROR TULIPS, PLUS 300 FREE ANEMONES.



By Popular Request We Offer Again Our

FAMOUS WONDERBELL AMARYLLIS

A superior strain of the famous Meade American Hybrids. A mixture which includes many self colored types and mostly the deeper striped shades.

THESE BULBS ARE VERY SCARCE THIS YEAR SO DO NOT
DELAY YOUR ORDER

ALL PRICES ARE POSTPAID—YOU PAY NO MORE

10 Bulbs \$2.00

20 bulbs \$3.50; 50 bulbs \$7.50;
100 bulbs \$12.50

FREE!

50 ANEMONES WHEN YOU ORDER
20 AMARYLLIS